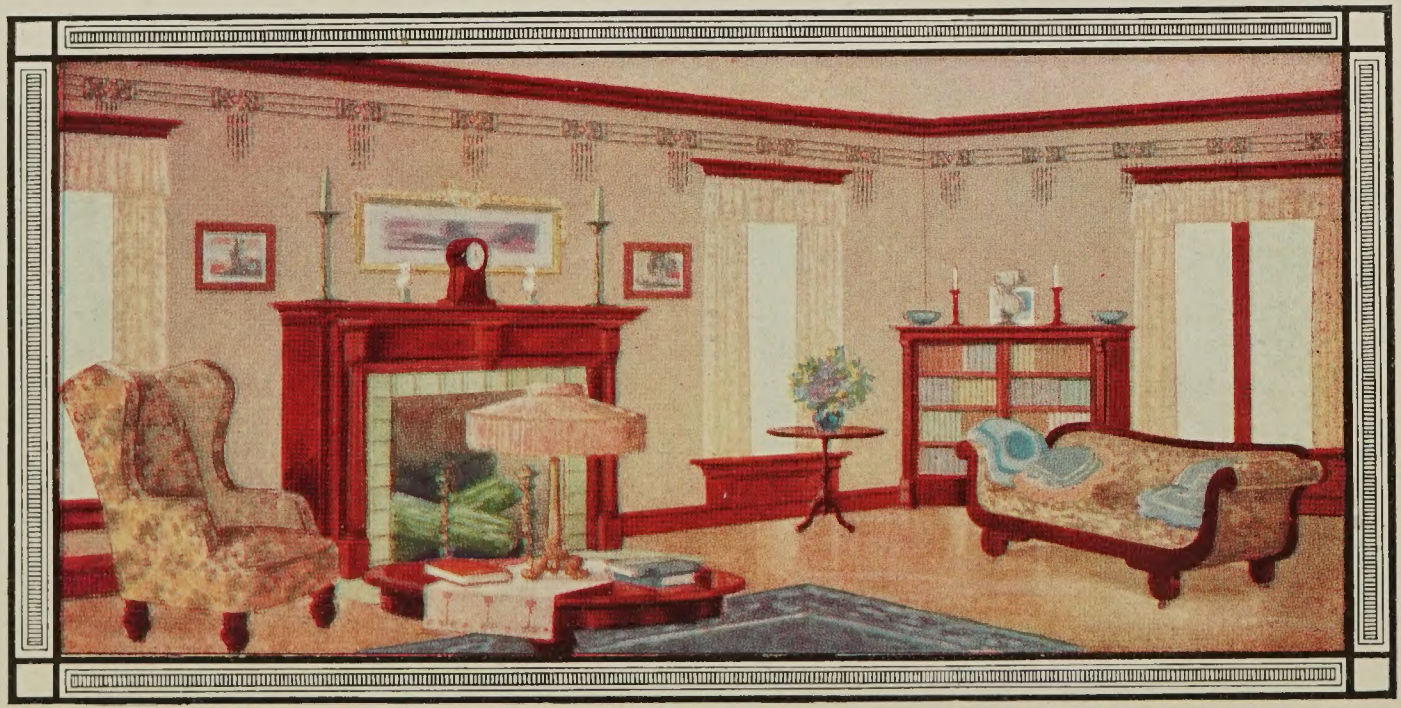
The Mystery of the Lost Woman

The Startling Secret about Walls



Are Your Walls Kidnapers?

WHAT is the most interesting object in any home—in any room of the home?

YOU are the most interesting object.

The human being is more important than any other object in a room.

Therefore, everything else in the room should be chosen and arranged to set off the person to best advantage.

If anything in a room—wall colors, draperies, etc.—makes you look less attractive, that thing is BAD, even if it is the most beautiful thing in the world.

There is such a thing as too much beauty. A single American Beauty rose on a woman's corsage may add to her charming appearance, but if she should cover every inch of her gown with wonderful roses, she would be a walking rose show—her own charm would be lost. People would not be able to see her, because of the roses.

This booklet shows you that certain kinds of walls are a mistake. They are too brilliant, too highly figured, too glittering, too gorgeous. THEIR beauty robs you of YOUR beauty.

Are your walls kidnapers? Have they kidnaped some of your identity and attractiveness? Do visitors think, "Mrs. Brown looked charming at the reception, but in her own home she appears faded."

In this small, interesting booklet you will find a really valuable secret —how to have your walls so decorated as to set off yourself, your dresses and your present furniture and furnishings to the best advantage.

This does not contemplate, what would be entirely impracticable, the redecorating of your walls each time a new gown is to be worn; we seek rather to outline the ideas of those best qualified to give an authoritative opinion as to neutral, solid color walls that will enhance and not detract from any color effect introduced in the gowns worn.

This is the line of thought followed by not only the best decorative artists, but by those having discriminating ideas regarding color values.

WALL DRESSES TO MATCH WOMEN'S DRESSES

AFTER your dress is all made, and home from the dressmaker—it is not yet ready for you to wear.

You must first ask yourself, "Do the walls of my home help or injure the looks of this dress?"

And if the walls are not right, there is an economical way of making them into harmonious backgrounds for your gowns.

On pages 6 and 7 a fashion expert gives you valuable advice about this season's dress styles and their proper wall harmonies.

These also are Your Dressmakers

Never consider yourself perfectly gowned until you have learned what the Fashion Expert, the Economy Expert, the Interior Decorating Expert, the Physician and the Local Alabastine Dealer have to say.

SINCE the dresses of this season need the proper wall backgrounds in order to be set off to best advantage, therefore read, on pages 6 and 7, the Fashion Expert's information about the latest gowns and proper wall harmonies.

Since you cannot change your furniture to fit changing styles of dress, learn from the Interior Decorating Authority, on page 8, how to tint your walls so as to make your present furniture look more artistic and in harmony with your gowns.

Since "Economy" is the great watchword this year, learn from the Economy Expert, on page 9, how you can make all your rooms harmonious in wall colors, at a good saving in cost.

Since ill health hurts the looks, besides endangering the life, read what the PHYSICIAN, on page 10, says about wall decorating.

And since the ease with which you can have your room decorated depends on the ease of getting original color designs and the proper materials, learn, on page 11, how easily the Local Dealer can supply you.

FASHION EXPERT
DECORATION AUTHORITY
ECONOMY EXPERT
PHYSICIAN
LOCAL DEALER
They all help you to look Your Best

What Fashion Dictates about Wall Colors

By the Fashion Expert

ARE you good looking? Are your gowns in good style? Never before in the history of home decoration were the answers to these questions so bound up with your walls as they are today.

Of course you are going to have a wall change THIS season. The fact that this is "Economy Year" should not cause you to put up with unfashionable wall decoration. You will understand the reason when you read this article. No matter how old or how new your present wall decoration, unless it conform to this year's marked changes of style in draperies, furnishings, and above all in GOWNS, you are bound to feel LOST in your home.

You are fortunate in HAVING to make a change this year. Because fashion has at last joined hands with real art, and this season's wall styles not only will be attractive in their newness, but they will satisfy because of their real beauty and artistic merit.

Absolutely essential is wall PLAINNESS. Consultation with leading decorators in New York and Chicago tells that a big tidal wave of fashion has set in for flat, neutral wall tints. Grays and tans in all their wonderful shadings seem to

be accorded the first place. Next come the neutral greens, the ivories and Colonial buffs, while many delightful special tints are offered as backgrounds for the new Oriental combinations, and lovely stencil decorations in Pompeian, Moorish and Russian effects will be found.

This year will be a leader year in plain backgrounds. Not only will this be noticeable in a single room, but harmonious tints will be carried throughout an entire floor, so that rooms opening into one another will not present a great contrast to the eye. Expert decorators are even carrying this idea further and are graduating their tints so that one color seems to blend into another almost imperceptibly. Artists call this "graying" the colors. The results are not only artistically good but in the best decorative style. A general harmony is thus seen to run throughout your home. Your contrasts will come in the colors you wear, and in the room accessories the draperies or the massing of pictures of a vivid tone.

Let me say right here that it is not necessary to have a separate wall COLOR to set off each different color of gown. The beauty of soft tinted walls is that, in their softness and plainness, they set off to advantage any gown and any room accessory.

When you consider that startling contrasts both in line and color will mark this year's gowns, you can easily see how essential it is that the wall be kept neutral. Your good looks, the good style of your clothes, both depend to an extraordinary degree on the kind of walls you have.

To borrow a simile from the musician, we might say that the gowns you wear are the THEME; colors in the furnishings and hangings are the VARIATIONS; the wall color is the ACCOMPANIMENT. If your accompaniment be loud, noisy and distracting, you will lose or kill the beauty of the theme. If your accompaniment be subdued, then the theme will stand out clean cut and clear. Thus it is with the gowns you wear, and with the wall backgrounds you give them.

A few Style Secrets about Interior Decorating

By the Decorating Expert

AS A RULE the housewife does not realize how near she comes to having a beautiful, artistic home. She does not know how little is necessary to make her present rooms appear harmonious, inviting, and in keeping with the newest fashions.

In the first place, the furniture that you already have is all right, providing it is substantial and sincere. Worn furniture is generally more inviting than the brand new.

What your rooms need is to have the walls tinted in such soft, quiet, plain tints that, by contrast, even the plainest furniture will look richer, more solid, and more inviting.

The style authorities realize this truth. Brilliant, showy walls are NOT in fashion in the best homes, the finest hotels and clubs.

You can have rooms that art connoisseurs will admire, if you will just use on your walls the rich, soft, velvety tints of Alabastine. Rooms thus decorated show off the gowns, the furniture and the furnishings to best advantage, and breathe the atmosphere of the most artistic modern homes.

The Low Cost of Tinting

By the Economy Expert

THIS is an economy year. Does that mean that you have to put up with the soiled walls of last year?

By no means. For a very interesting piece of news comes from the fashion centres this year.

Fashion is demanding that this year's gowns have suitable wall backgrounds to set them off. These backgrounds are to be soft tints; in fact, Alabastine tinted walls are used and recommended by style authorities.

Now notice what this means. It means that you can be thoroughly up-to-date on wall fashions, yet at an outlay appreciably less than what you would have to pay for wall paper.

Furthermore, of all materials used for decorating, Alabastine is most economical, because—

First, pound for pound, it covers more wall surface than any other material used for the purpose.

Second, it lasts longer. When applied according to directions on the package, IT DOES NOT RUB OFF, CHIP NOR PEEL.

These are reasons why decorators recommend Alabastine and use it on the finest buildings in America.

How Health Makes Beauty In the Home

By the Physician

PEOPLE cannot get sick and look well. Nor can people appear at their best amid surroundings that even look unsanitary.

If your home would look attractive, it must LOOK healthful and must BE healthful.

Walls in bad condition are everywhere regarded as a menace to health.

When wall papers crack and loosen, they furnish a harbor for disease germs and vermin. The same is true of kalsomine that peels and flakes.

Any visitor that sees your home with cracking wall paper or peeling kalsomine would unconsciously consider your home unsanitary, and therefore not beautiful.

Alabastine, which is notably beautiful, is also notably sanitary. When properly applied, it always presents an even, unbroken wall surface.

So use Alabastine for the sake of that health which is an aid to beauty. Use it specially as a protection to children. After sickness it adds to the cleanliness of the room to have it Alabastined.

"For Alabastine come to me - Your Dealer"

THE fashion expert, the decorating expert, the economy expert and the physician all recommend the beautiful, soft, plain Alabastine tints for your walls.

You will next be interested to know how easily Alabastine may be obtained, how the desired tints can be chosen, and how readily it can be applied to the wall.

I will supply you with Alabastine. I am your dealer. You will find my name on the back cover of this booklet.

You can select your colors from the color schemes in this book, or you can choose your own tints. Owing to the soft, velvety beauty of Alabastine, you can easily get tints to harmonize with any furnishings of your room.

Furthermore, by intermixing or adding white to the standard Alabastine Tints or Strong Colors, any beautiful hue or tint desired can be secured.

Come to me for Alabastine, and get started at once on beautiful, sanitary and economical home decorating.

Four Prize Color Plans

ON THE covers of this booklet we show, in colors, four color plans of rooms prepared by our decorating experts. We commend them to your consideration. We here give the color scheme for each room. Should you in any case want a different color scheme, to follow the general wall plan, you will also find alternate suggestions on this page.

RUSSET BROWN LIVING ROOM (shown on inside of front cover). A room that breathes a welcome. Prepared as follows: Ceiling, No. 26 Alabastine. Wall, No. 48 Alabastine. Stencil, No. 351. For stencil color mix two parts No. 16, one part No. 7.

ALTERNATE—Ceiling, No. 26 Alabastine. Wall, No. 23 Alabastine. Stencil, No. 351 in No. 97 Alabastine.

DUTCH NURSERY (inside back cover). Ceiling and frieze, one part No. 26, one part white Alabastine. Wall, one part No. 22, one part No. 28 Alabastine. Stencil, No. 760, with No. 2 for blue and No. 15 Alabastine for orange.

ALTERNATE—Ceiling and frieze, No. 26 Alabastine. Wall, one part No. 23 and one part No. 24 Alabastine. Stencil, No. 760 in No. 97 Alabastine.

"OCTOBER" BEDROOM (inside back cover). Ceiling, white Alabastine. Wall, No. 20 Alabastine. Stencils, Nos. 436 and 437, with one part No. 14, one part No. 97 Alabastine.

ALTERNATE—Ceiling, six parts No. 21 and one part white Alabastine. Wall, No. 31 Alabastine. Stencils, Nos. 436-437 in No. 14 Alabastine.

CARDINAL DINING ROOM (outside back cover). Ceiling, No. 52 Alabastine. Upper third of wall, No. 15 Alabastine. Lower two-thirds of wall, one part No. 6 and one part No. 12 Alabastine. Stencil, No. 434, with No. 14 Alabastine for birds, rest of stencil in two parts No. 16, one part No. 7 Alabastine.

ALTERNATE—Ceiling, No. 20 Alabastine. Wall, upper one-third, No. 29 Alabastine. Stencil, No. 434 in two parts No. 16 and one part No. 7 Alabastine. Lower two-thirds, No. 97 Alabastine.

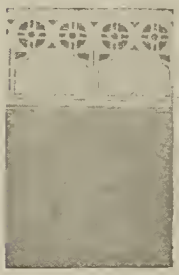
Three Dining Room Color Plans

A REDDISH TAN DINING ROOM—Ceiling and frieze, No. 26 Alabastine. Wall, one part No. 29 and one part No 56 Alabastine. Stencil, No. 748 in No. 6 Alabastine for cherry. Rest of stencil in No. 16 Alabastine.

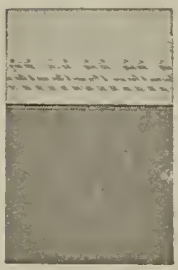
AN EXCELLENT COLOR SCHEME IN GREENISH BLUE—Ceiling and frieze, No. 23 Alabastine. Wall, one part No. 32 and one part No. 33 Alabastine. Stencil, No. 419 in No. 13 Alabastine for pineapple. Rest of stencil in two parts No. 16 and one part No. 7.

A BRICK RED DINING ROOM—Ceiling and frieze, No. 20 Alabastine. Wall, No. 3 Alabastine. Stencil, No. 743 in three parts No. 2 and one part No. 6 Alabastine for grapes. Rest of stencil in two parts No. 16 and one part No. 3 Alabastine.

The Living Room



A TAN LIVING ROOM—Ceiling and frieze, No. 52 Alabastine. Wall (Tan), one part No. 29 and one part No. 48 Alabastine. Stencil, No. 766 in No. 97 Alabastine.

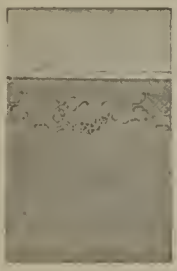


OLD BLUE LIVING ROOM—Ceiling and frieze, No. 22 Alabastine. Wall (Old Blue), made by combining eight parts No. 2 and one part No. 7 Alabastine. Stencil, L in wall color.

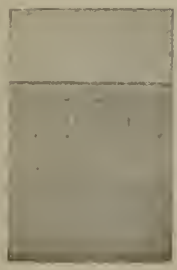
A SALMON LIVING ROOM—Ceiling and frieze, No. 26 Alabastine. Wall (Salmon Color), No. 56 Alabastine. Stencil, No. 604 in No. 97 Alabastine.

Three Pretty Bed-rooms

LIGHT ROSE PINK BEDROOM—Ceiling, white Alabastine. Wall, one part No. 21 and one part No. 31 Alabastine. Stencil, No. 756 on wall color in No. **16** Alabastine for leaves. No. 6 Alabastine for flowers and No. 2 Alabastine for ribbon.

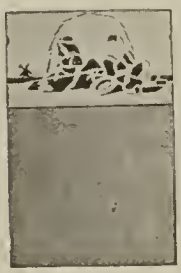


LIGHT GRAY BEDROOM—Ceiling, No. 26 Alabastine. Wall, one part No. 52 and one part No. 54 Alabastine. Stencil, No. 655 on wall color in No. 8 Alabastine for flowers and rest of stencil in No. 16 Alabastine.

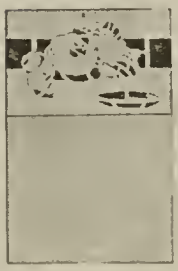


A BEDROOM IN BUFF—Ceiling, white Alabastine. Wall, No. 52 Alabastine. Stencil. No. 409 on wall color in No. 2 Alabastine.

Cute Nursery Plans



"BO PEEP AND BOY BLUE." Nursery or Play Room—Ceiling and frieze, white Alabastine. Wall, No. 28 Alabastine. Stencil, No. 465 in No. 2 Alabastine.



"HEN AND CHICKENS." Nursery or Play Room—Ceiling and frieze in No. 26 Alabastine. Wall in No. 23 Alabastine. Stencil, No. 467 in No. 97 Alabastine.

"THE SANDMAN." Nursery or Play Room—Ceiling and frieze in white Alabastine. Wall in No. 20 Alabastine. Stencil, No. 466 in No. 97 Alabastine.

Alabastine The Leader

BE CAREFUL. BE SURE. Alabastine is NOT kalsomine. It is chemically, artistically and durably different. Alabastine properly applied to a suitable surface, DOES NOT RUB, CHIP NOR PEEL from the wall. Do not think that any tinting material is good enough for your home. Come to me, the Alabastine dealer, and get ALABASTINE.

Use Alabastine on the Interior of that Public Building

ALABASTINE is just what you want for that church, school, library, hospital, club, lodge-room, store, office, etc.

It is beautiful, sanitary, lasting, clean, economical, a fire-retardant, and it makes possible an infinite number of harmonious color plans. Ask for special barrel prices.

FREE COLOR PLANS TO ORDER. The Decorating Department of the Alabastine Company, Grand Rapids, Mich., will prepare special color plans for your building free. WRITE THEM ABOUT IT.

This service is rendered by giving each request independent and special attention. The suggestions offered are not generalizations, but the artist treats each proposition as an individual decorative one.

In writing for such helps you should give all the necessary information on which to work intelligently.

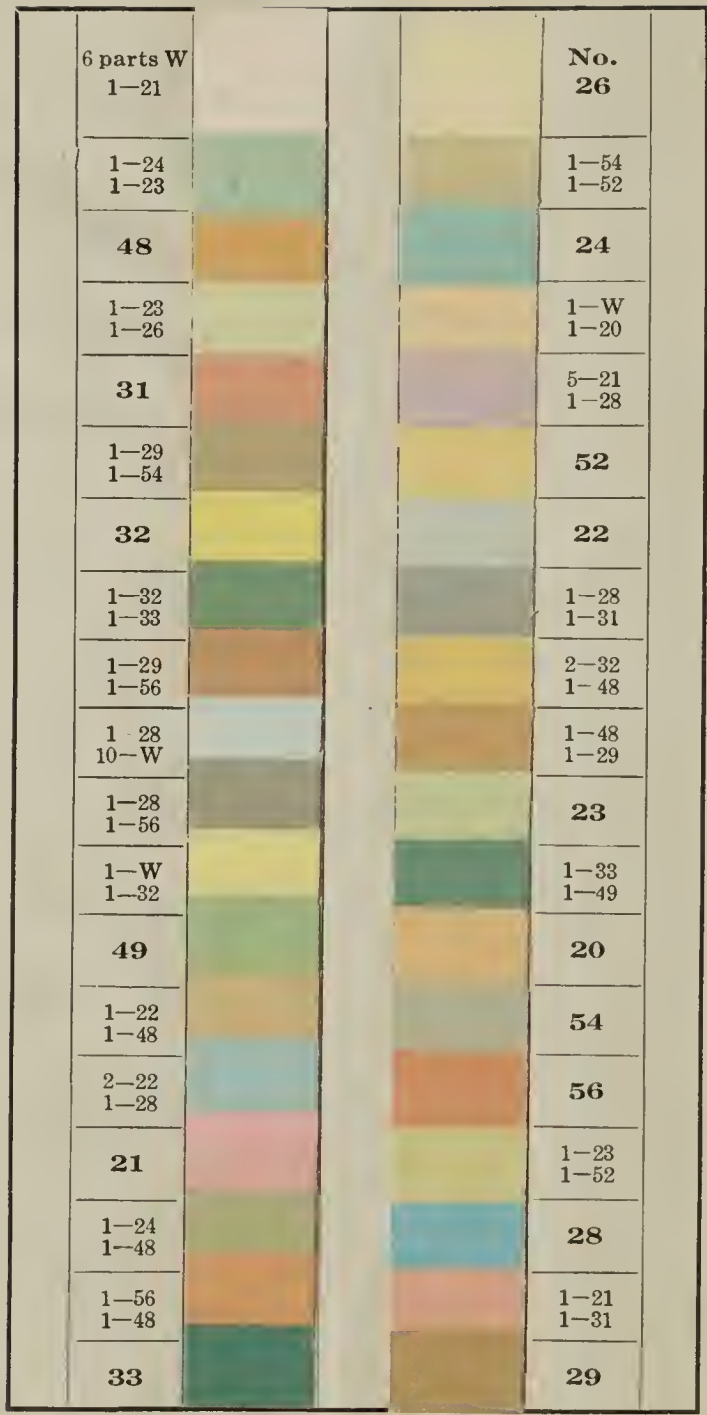
A Thousand Colors Easily Secured

FROM a few standard colors, by mixing, the artist can get all the colors in the world.

It is the same way with Alabastine. There are sixteen standard Alabastine "Tints," and eighteen standard Alabastine "Colors." The "tints" are lighter, the "colors" stronger. The decorator will take these tints and colors, and by lightening with white Alabastine, darkening and intermixing, he will be able to give you any color, tint or shade in the world that you want, to harmonize with your rugs, etc.

There is no substitute for Alabastine. Your dealer should sell you the goods in packages and your decorator should bring the material on the job in packages.

See that the cross and circle in red appears on each package and accept nothing else—and you will get Alabastine satisfaction.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29

THE "TINTS" SIMPLE AND MIXED

On the opposite page are shown the sixteen standard Alabastine "Tints," also combinations of them.

REMEMBER, there are sixteen standard Alabastine "TINTS," and eighteen standard Alabastine strong "COLORS."

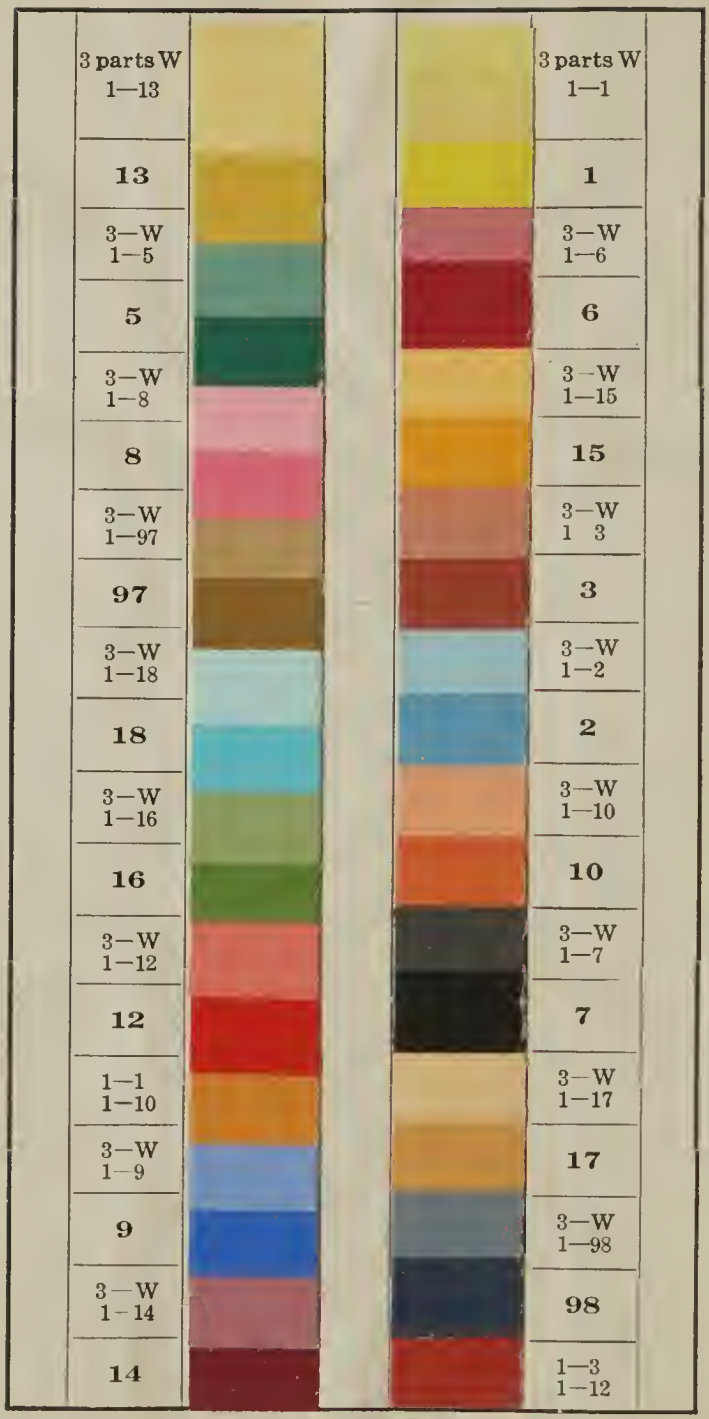
Besides, there is Pure White Alabastine.

The "tints" and the "white" come in 5-lb., packages.

The strong "colors" come in 1-lb. packages.

We here show the "tints" and some of the almost infinite combinations which you can make with them. ORDER YOUR ALABASTINE TINTS BY NUMBER. Please remember your dealer can furnish only those numbered, and the rest are made by combining.

The standard Tints are numbered as follows: 20, 21, 22, 23, 24, 26, 28, 29, 31, 32, 33, 48, 49, 52, 54, 56.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1—12

THE STRONG "COLORS" SIMPLE AND MIXED

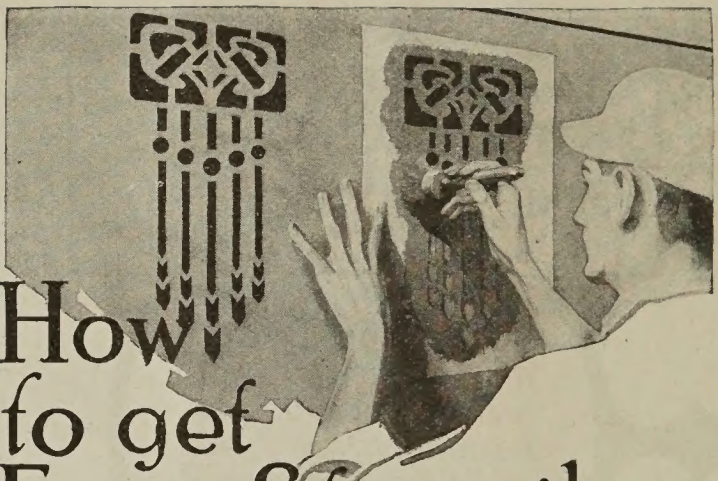
On the opposite page are shown the eighteen standard Alabastine Strong "Colors," as manufactured and also as toned down by adding White Alabastine.

WHERE YOU wish stronger wall colors than the tints give, and where you wish banded or stenciled borders, panels, etc., to be of a stronger color than the surrounding surface, we recommend the Alabastine Prepared Strong "Colors."

Notice that on the opposite page we show strong color No. 13, and right above we show this color greatly toned down by combining 1 part No. 13 and 3 parts white. Should you wish it not toned down so much, you can readily see that, by using less white, you can get just the tint you desire.

This is true of all our strong colors.

Owing to a smaller call for strong colors, some dealers do not carry these. But any dealer will gladly order your strong color from the nearest jobber or from us, to be shipped by parcel post. This method is quick and inexpensive.



How to get Free Stencils

IN EACH of the various color schemes for rooms which we show in this book, we illustrate an appropriate Stencil border design, and give you the number by which you can order the Stencil.

We also have a Stencil Book showing a large number of attractive stencils, that we manufacture.

We send these stencils without charge, except for packing and postage, direct from our office in Grand Rapids to you, if you are using Alabastine.

All you have to do to secure free stencils for each room is, buy sufficient Alabastine for that room, cut out the large word ALABASTINE from the face of each package, and send these to us, with 10c, stamps or silver, for each stencil desired. Order your stencil by number. Stencils will not be furnished for room requiring less than two packages.

For further particulars about Alabastine stencils, see your dealer.

ALABASTINE COMPANY
GRAND RAPIDS, MICH.

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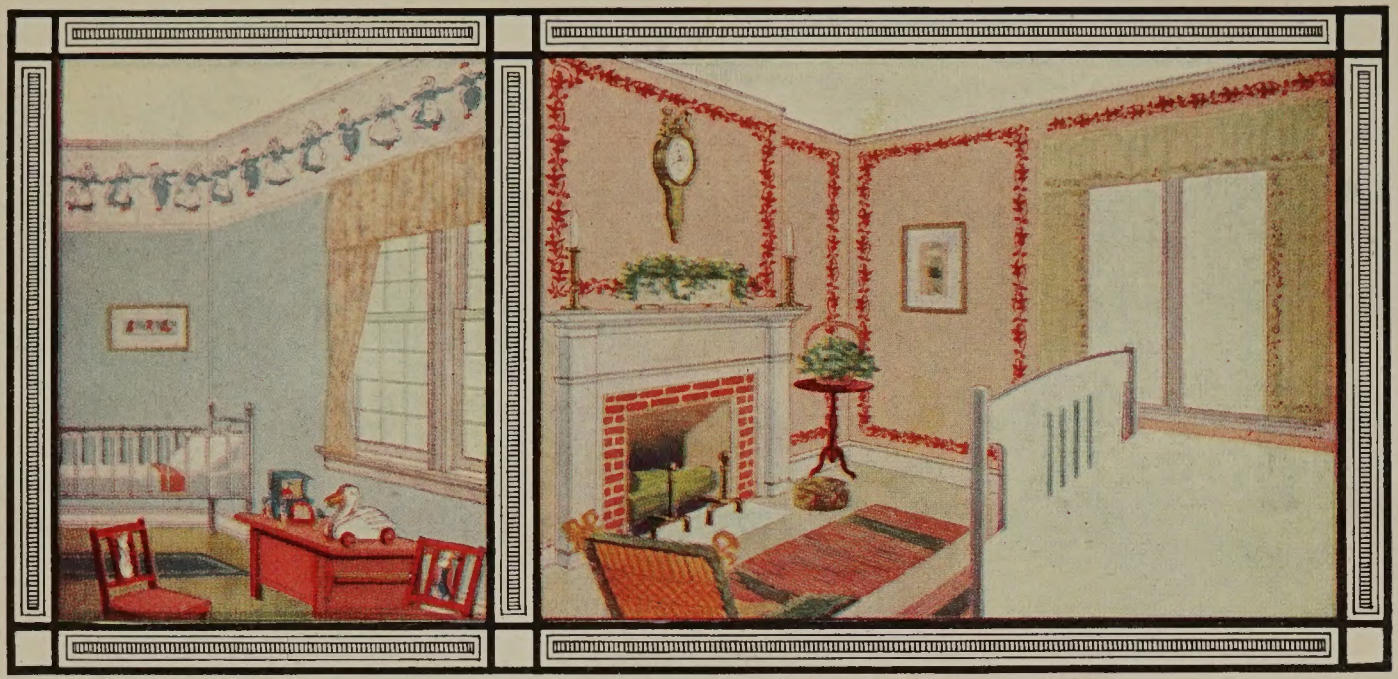

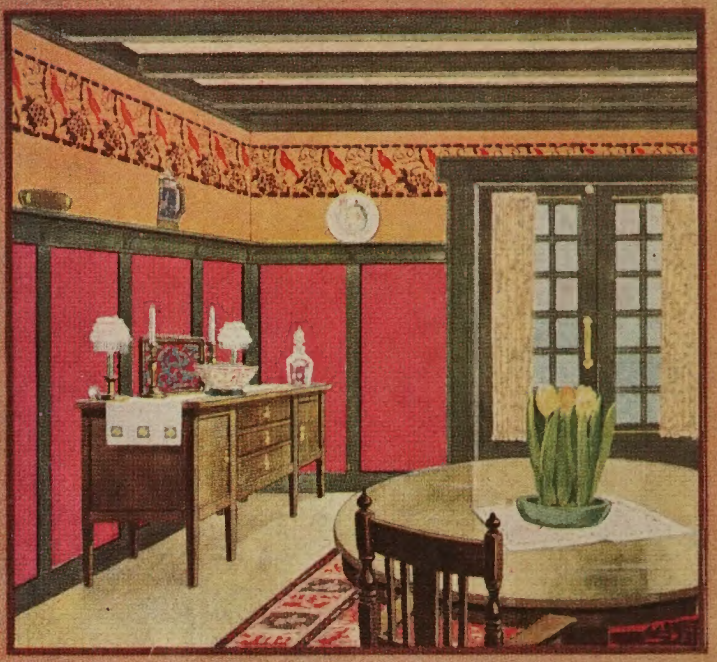

Cardinal Dining Room

For Sale by